

Message Text

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PAGE 01 USBERL 00418 111002Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----111013Z 005856 /22

R 110930Z FEB 77
FM USMISSION USBERLIN
TO SECSTATE WASHDC 4020
USDOC WASHDC
INFO AMEMBASSY BONN

UNCLAS USBERLIN 0418

STATE ALSO FOR EB/OCA; BONN ALSO FOR COLOGNE IMC

FOLLOWING TELEGRAM SENT ACTION USIA INFO AE BONNFEB 9TH
REPEATED FOR YOUR INFO

QUOTE

USIA FOR ICS/JACOBS AND IEU; BONN FOR AGATT; USIA PASS
STATE EUR/CE, AGRICULTURE, COMMERCE FOR OIM/WE

E.O.11652: N/A

TAGS:

SUBJECT: U.S. EXHIBIT - INTERNATIONAL GREEN WEEK 1977

REF: USBERLIN 0223 OF 2/5/76; USBERLIN 0317

1. BERLIN GREEN WEEK 1977 CLOASED FEBRUARY 6 SETTING NEW
RECORDS IN ATTENDANCE, NUMBER OF FOREIGN COUNTRY PARTICIPANTS
AND OVER-ALL SALES OF CONSUMABLE PRODUCTS. ATTENDANCE FOR
10-DAY FAIR 551, 800. INTERNATIONAL PARTICIPANTS INCLUDED
35 NATIONS. INDIVIDUAL FIRMS NUMBERED IN HUNDREDS AND SOME
600 U.S. ITEMS DISPLAYED IN SUPERMARKET EXCEEDED LAST YEAR'S
OFFERINGS BY 20PERCENT.

2. IN ADDITION TO OPENING DAY VISIT OF U.S. PAVILION BY FED
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AG MIN ERTL, GOV MAYOR SCHUETZ AND ENTOURAGE, BERLIN DEP
MAYOR AND SENATOR FOR INTERIOR LUEDER, ALONG WITH 12
DISTRICT MAYORS ACCOMPANIED BY ECONOMIC ADVISORS PAID
SPECIAL VISIT TO U.S. EXHIBIT DURING EEK. ON COMMERCIAL
SIDE, GOOD NUMBER OF TRADE INQUIRIES LED TO EIGHT NEW
TRADE CONTACTS FOR CML/ECON SECTION IN NON-FOOD ITEMS.

3. U.S. REPRESENT AND STANDS HAD OVER-COUNTER SALES OF DM423,000. FUTURE BULK SALES SUCH ITEMS AS POPCORN, GRAPEFRUIT, ORANGE JUICE, EXPECTED TO DOUBLE THIS FIGURE. INTRODUCTION OF SOYABREAD RESULTED IN SALES OF 11,000 LOAVES. IBM CHECKOUT SYSTEM CONTINUED ELICIT HIGH INTERST.

5. MEDIA COVERAGE INCLUDED SFB (SENDER FRIES BERLIN) RADIO AND TELEVISIO, RIAS, ARMED FORCES NETWORK/TV AS WELL AS PRESS AND TRADE JOURNAL ITEMS.

6. IN RELATED EVENT, INTERNATIONAL CONSUMER FILM COMPETION, HELD IN CONJUNCTION WITH GREEN WEEK SINCE 1974, U.S. CONSUMERS' UNION, MOUNT VERNON, NEW YORK, WAS AWARDED SILVER PRIZE FOR ITS ENTRY " KICKING TIRES IS NOT ENOUGH, OR HOW TO BUY A USED CAR." AWARDS PRESENTED IN TELEVISED CEREMONY BY MINISTER ERTL AND GOV MAYOR, MISSION COMMERCIAL OFFICER ACCEPTED PRIZE ON BEHALF CONSUMERS' UNION.

7. U.S. EXHIBIT ALSO AWARDED PRIZE FOR FUNCTIONAL DESIGN, SALES DISPLAY AND OVER-ALL OPERATIONAL TECHNIQUES. AS LAST YEAR, OUR PARTICULAR APPRECIATION GOES TO BONN AGATT OFFICE, MISSION ADMINISTRATIVE STAFF, MILITARY COLLEAGUES AND, ABOVE ALL, EXHIBIT DIRECTOR NIGLIS AND AIDES LOMMEL AND HUNT FOR SMOOTH FULFILLMENT OF PROJECT THAT RIGHTFULLY REMAINS MAJOR PART OUR PUBLIC AFFAIRS PRESENCE IN THIS ISOLATED CITY.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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From: USBERLIN
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Reference: 76 USBERLIN 223, 77 USBERLIN 317
Retention: 0
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SAS ID: 3336607
Secure: OPEN
Status: NATIVE
Subject: U.S. EXHIBIT - INTERNATIONAL GREEN WEEK 1977
TAGS: ETRD, EAGR, WB
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